

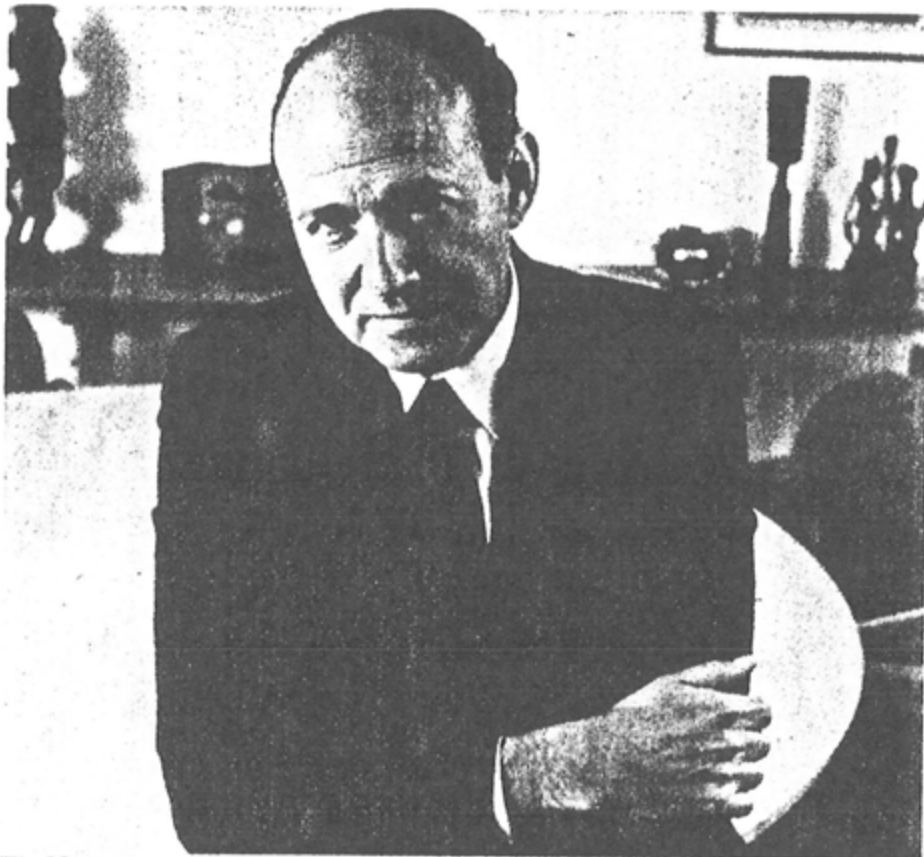
The fight against financial franglais

The battle against franglais in the financial arena has entered a new phase. French mint director Jacques Campet is heading up the Finance Ministry's latest campaign to find precise French equivalents for such exotica as call options and straddles as well as measuring how well 269 terms suggested earlier have caught on. The latter include *valeurs de père de famille* for blue chips, *capitiaux fébriles* for hot money and *crédit croisé* for swap. Campet's efforts have triggered a spate of ironic comment in the press, but he's convinced his effort is more than worthwhile. "A lot of people think they have a monopoly on finance by bandying around English terms no one else understands," says Campet. "If we don't stop the confusion now, we soon won't be able to communicate with each other."

French mint director Campet: Attacking the English-speaking monopoly



Gene Rotberg: Bullish about the World Bank's triple A



World Bank's Rotberg: A perfectly normal blip

Tod Kappler

The recent announcement that the World Bank would be boosting its new loan commitments to \$21.5 billion annually — almost twice what it doled out last year — set some observers worrying: Can the bank play a major role in the Baker plan — essentially boosting its loans by 90 percent over five years — without damaging its stellar triple-A credit rating? The answer from bank treasurer Eugene Rotberg is an

unqualified yes. The real worry, says Rotberg, is whether borrowers will follow through on the required reforms of their economic policy. Moreover, he points out, the bank has traditionally doubled its lending every five years or so, "so the blip up is not out of the ordinary." Concludes the always ebullient treasurer, "The bond buyer is perfectly certain we are not about to become an automatic teller machine."

Robert Muldoon's debut in show business

If U.S. President Ronald Reagan could move with relative ease from acting into politics, the reverse shouldn't be too difficult either. At least that seemed to be the thinking behind a recent announcement that former New Zealand Prime Minister Robert Muldoon would take part in an Auckland production of *The Rocky Horror Picture Show*. Indeed, Muldoon indicates that the shift in roles might not be as drastic as it first appears. "I've been in show business for the last 25 years," jokes this one-time finance minister.

Former New Zealand Prime Minister Muldoon: An effortless transition



Wide World